COMMUNICATIONS AND KNOWLEDGE-SHARING STRATEGY

For Decision

1. PURPOSE

The purpose of this paper is to seek a decision from the Board of Directors on the Communications and Knowledge-Sharing Strategy for the Global Partnership for Education attached as Annex 1 to this paper.

2. RECOMMENDED DECISION

The Secretariat requests that the Board of Directors approves the following decision:

BOD/2012/06-XX— Communications and Knowledge-Sharing Strategy: The Board of Directors approves the Communications and Knowledge Sharing Strategy attached as Annex 1 to BOD/2012/06 DOC 08 and requests the Secretariat to update the Board of Directors on progress on implementation of the strategy at the second face-to-face meeting of the Board of Directors in 2013.

3. EXECUTIVE SUMMARY

3.1 The Communications and Knowledge-Sharing Strategy focuses on the three following goals:

- secure the Global Partnership's place as the world's pre-eminent international partnership in education in developing countries, complementing the in-country work of GPE partners with an aggressive and comprehensive effort to vividly define for a variety of global audiences the GPE mission, image, work and results, with the goal of effecting a measurable increase in the Global Partnership's positive visibility;

- support the Global Partnership's efforts in developing country partners to foster more understanding about the GPE mission, work and results, including assisting Local Education Groups in publicizing education plans and activities and building awareness among the general public about the benefits of education to their families and their nation; and
- create, nurture and maintain a number of dynamic knowledge-sharing platforms and processes to facilitate engagement with and among the Board of Directors and its committees, all members of the Global Partnership and the general public.

4. BACKGROUND

4.1 At its November 2011 meeting in Copenhagen, Denmark, the Secretariat presented a draft Communications Strategy (BOD/2011/11 DOC 04). In response to the paper, the Board of Directors took the following decision:

BOD/2011/11-01– Communications Strategy: The Board of Directors takes note of the Communications Strategy attached as Annex 1 to BOD/2011/11—DOC 04 and the comments made by the Board of Directors at its November 2011 meeting and requests the Secretariat to provide an updated strategy and associated budget to the Board of Directors for its approval no later than the next face-to-face meeting of the Board of Directors.

4.2. This paper provides the updated strategy for the approval of the Board of Directors.

5. REASONS FOR RECOMMENDATION

To elevate and maintain its international profile, the Global Partnership requires 1) clear messaging as outlined in the Strategic Plan; and 2) an endorsement of the Communications and Knowledge-Sharing Strategy (Annex 1) to broadly disseminate these messages and share knowledge broadly among members of the Global Partnership and the general public.

6. IMPLICATIONS FOR SECRETARIAT RESOURCES

This 18-month strategy will require the acquisition of new temporary staff, consultant services, equipment, software, printing, training and travel, at a cost of US$3,400,000 or

US$2,275,00 per year. The details of these requirements are included in the Secretariat work plan and budget paper (BOD/2012/06 DOC 09).

7. NEXT STEPS

With the approval by the Board of Directors of the Communications and Knowledge-Sharing Strategy, the Secretariat will begin implementation, including regular consultations with a broad group of GPE partners, and will provide a detailed update on progress on implementation at the Board of Directors second face-to-face meeting of the Board of Directors in 2013.

ANNEX 1: GLOBAL PARTNERSHIP FOR EDUCATION COMMUNICATIONS AND KNOWLEDGE-SHARING STRATEGY JULY 2012 – DECEMBER 2013

For the next 18 months the GPE Secretariat will focus on three strategic objectives:

1. Effect a measurable increase in the Global Partnership's positive visibility;
2. Aid GPE service delivery in developing country partners by fostering more effective communication; and
3. Deliver dynamic knowledge-sharing platforms and processes to facilitate engagement with and among the Board of Directors and its committees, all members of the Global Partnership and the general public.

Increase Positive Visibility

After last year's re-branding, the Global Partnership as a brand starts from a low base of visibility, providing an opportunity to freshly define our *mission, image, work product and results*. By August 2012, the Secretariat will conduct baseline assessments and set benchmarks for progress, and thereafter regularly measure progress in the Global Partnership's visibility in traditional and social media, using web analytics (online tracking), digital focus groups, surveys and market research.

Strategic Messages

The Secretariat will focus on a handful of succinct , creative and memorable strategic messages as outlined in the Strategic Plan:

- A description of the GPE model, work, and results, based on our Vision and Mission, and designed to be accessible to a general audience;
- The Strategic Plan's 2012-2015 Objectives of the Partnership:
    - Improve girls' access to and quality of education
    - Expand and deepen our work in fragile states
    - Deliver dramatic results in expanded literacy and education qualit
    - Improve national systems to have the capacity and integrity to deliver quality education for all their children

- Improve teacher effectiveness to help deliver these results

The messaging should be designed to maximize linkages to GPE partners' websites and social media, and optimized for mobile devices such as cell phones and smart phones.

Audiences

These multi-lingual and multi-cultural messages will be defined in collaboration with GPE partners and tailored for a variety of target audiences in all current and prospective developing country partners, including: the general public; opinion leaders and policy makers; journalists; bloggers; social media users; as well as parents, teachers and students in developing countries.

Content & Delivery

The Secretariat will deliver the Global Partnership's strategic messages to target audiences through our multilingual websites, social media sites, and will evolve toward an industry standard web platform which prioritizes mobile devices such as cell phones but maintains a robust and powerful desktop computer site. A sample of currently envisaged *deliverables* includes:

- Annual Report rollout/Monitoring and Evaluation/Results Report
- New mobile-friendly web design, functionality, with streamlined content
- Global Partnership 10-year celebration (multiple press events and releases)
- Proprietary video content created/edited for various platforms
- Narrative print/web stories/photos produced
- Revised print promotional materials using graphics to simplify data stories
- Social media platforms created for various audiences (e.g., GPEAfrica/Europe/Asia/youth/parents/teachers/CSOs/policy/research/technology, etc.)
- Ongoing social media delivery leveraging existing and new content, events, webstreaming, video blogging, focus on global media markets, developing country partner country milestones/events
- Social media competitions (photo/video/apps/private sector/technology/innovation/teachers)

- New York-based events in September 2012: United Nations General Assembly, Clinton Global Initiative Annual Meeting, and Millennium Development Goals concert and promotional events, United Nations Secretary General Education Initiative
- World Literacy Day Event in September, 2012
- Ongoing engagement with key influencers in press, social media, civil society, development institutions, governments
- Press rollout of GPE transparency initiatives, including International Aid Transparency Initiative (IATA) certification/a new data site/data visualizations and mapping to make data more accessible to both policy makers and the general public
- G8/G20/World Economic Forum/Davos/TED Conference event placements
- Millennium Development Goals post-2015 agenda developed and delivered to key opinion makers and all platforms, events
- Celebrity advocates/ambassadors recruited and employed when useful and practicable

Transparency & Results

The Global Partnership will sustain a creative and passionate drive for more and better data, delivered directly and cheaply, collated and formatted using the best available data visualization techniques, and made easily accessible and understandable for both education policy makers and the general public. The Global Parnership will collaborate among its member partners and other advocates for transparency to dynamically (in real-time) post International Aid Transparency Initiative-compliant formatted data, including expenditures, targets, results, and other data so it can be posted and shared widely on existing aid mapping and open data platforms.

Aid Service Delivery

The Secretariat will work with Partners in Local Education Groups (LEGs) to identify communications needs for awareness and advocacy campaigns, and produce or provide advice and support in the creation of a customized *LEG Communications Toolkit* to support these efforts, emphasizing south-south exchanges.

Toolkit deliverables may include:

- Digital text/video/audio for campaigns
- Customized templates, guides, and training for press outreach to highlight GPE's work in the local area, education plan endorsement decisions, funding decisions, grant signings, publications, research, and results
- Creation of online platforms and wikis (e.g., a Wikipedia for Early Reading) for exchange of information
- SMS campaign platforms and advice
- SMS survey template for public opinion and data collection surveys to be used as a baseline for LEG campaigns
- Convening developing country partners to exchange best practices
- Social media platform creation and support
- Support for "entertainment education" efforts (e.g., work with broadcasters and education policymakers in countries to embed LEG messages about literacy or girls education in local television or radio programming)

Deliver Knowledge-Sharing Platforms and Processes

The Secretariat will work with GPE partners to collaboratively build online knowledge-sharing platforms and wikis to share best practices and crowd-sourced results data with and among our Partners. Platforms which involve developing country partners will be optimized for local capacity and budgets, with the goal of aiding the creation of self-sustaining communities, and with a priority on south-south exchanges.

The Global Partnership should also seek out, highlight and nurture innovation and idea sharing through collaboration with existing grand challenges and competitions, and by using its own convening power to promote best practices.

Additionally, the Secretariat will seek to strengthen its internal communications and effectiveness by identifying digital tools to support quicker and more trackable workflow of documents and processes. This will include streamlined Secretariat processes (e.g., country application procedures and document management) through the creation of customized internet-based software solutions.

Deliverables may include:

- Open-source/Open-space platform for knowledge sharing at country level for education advocates/practitioners/researchers/teachers
- Online e-learning course for endorsement process
- Board of Directors monthly newsletter
- Monthly calls/alerts/newsletter for all communications staff at GPE partners
- Creation of internet-based (cloud) software solutions to aid internal processes in the Secretariat (e.g., mission planning, results and follow-up docs, as well as photos and video, converted into a single, searchable database--with appropriate training for all staff)
- Web-based software solution fully supporting global GPE funding application processes
- Web-based software solution launched for Secretariat, Board of Directors, Financial Advisory Committee, and partner organizations, for information sharing, collaborative work, knowledge management